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EXHIBIT A)

Partners ldea?

Venture Vortex introduces VentureBuilder™ 2.0, an Internet-based digital toolkit that combines business plan assessment and collaboration tools with your own expert network! Startups gain immediate access to experts ar valuable feedback on their plan, technology or product. Investors gain the ability to identify, track and manage de flow in a collaborative environment. Select one of the three options below and get started today!

Get a rating and get in the game with

VentureBuilder™ provides startup companies with:

Bridge Breeze

- Market, technical and management assessments, news and tutorials
- Document management, instant messaging, polling - all in your own secure digital workplace
- Approximately 15,000 technical and business experts

Get paid for reviewing groundfloor opportunities!

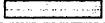
VentureBuilder™ provides experts and consultants with:

- Find clients who need your expertise - Track ventures with which you are
- collaborating - Track and perform your consulting work online

VentureBuilder™ 2.0 provides corporate venturing groups and oth investors with:

1 2 CM 1 1 1 2 1 1

- such as document management, instant messaging and polling
- portfolio/non-portfolio compani s - Up to 15,000 technical and business experts





# Venture Roadmap™





























<u>Home Roadmap News : Forums : FAQs About : Press Privacy : Terms</u>

# **VENTURE VORTEX**

#### *ENTREPRENEUR*

VentureBuilder™ 2.0 makes building your business as easy as this 3 step process:

- Roadmap
- 2. Rating
- 3. Raising Capital

#### Step 1: Roadmap

Just getting started? Using VentureBuilder's built-in vendor network—the Venture Roadmap—gives you access to a step-by-step list of action items and best practices for startups.

Our roadmap lets entrepreneurs quickly identify and select potential service providers in such critical areas as ecommerce development, Web site design, venture capital funding, operations support and marketing.

#### Step 2: Rating

Think you're ready for prime time? Then prove it. Using VentureBuilder, you can get proof of concept with an independent market, technical or management assessment done by one of our 15,000 experts. Getting a good vRating may open many doors to investors because they use expert assessments as a risk management tool when selecting deals. So a good vRating gives you an effective tool for representing your plan to angels and professional investors. And even a bad vRating will give you a roadmap for fixing problems. Either way, you already have a headstart on all those startups out there looking for funding.

#### Step 3: Raising Capital

Get a good rating? Great, now you're ready to hit the fundraising trail, using all the usual methods. Using VentureBuilder gives you one more killer advantage: if your vRating matches the requirements of any angels or professional investors in our deal network, these investors automatically receive notice about your business. We can't guarantee they will contact you, but your chances of getting noticed increase significantly.

VentureBuilder has three components:

- Customized content market, technical and management assessments, news and tutorials
- Collaboration tools document management, e-mail, instant messaging, polling all in your own secure digital workplace
- Expert network approximately 15,000 technical and business experts from four large online communities:
  - MBAGlobalNet (<u>http://www.mbaglobalnet.com</u>),
  - Intellect Exchange (<a href="http://www.intellectexchange.com">http://www.intellectexchange.com</a>),
  - Groundswell (http://www.groundswell.net)
  - The Association of Internet Professionals (<a href="http://www.association.org">http://www.association.org</a>),

Sign up for VentureBuilder today!

#### VentureBuilder User Profile:

- Early-stage company with existing business plan and investor materials
- S if funded, seeking seed capital
- Limited access to outside funding
- Limited access to independent business and technical experts or consultants

#### Features:

• Private digital workplace with SSL ncryption and wide array of collaboration tools - document manag ment, e-

mail, instant messaging, polling

- Dashboard you can use to track activity in your digital workspace, as will as your venture's ratings
- Advanced expert search find experts who can perform market, technical and management assessments on your venture
  - Automated broadcasting of your v inture's ratings results to investors who are looking for promising early-stage companies in your industry
  - Access to Venture Vortex vendor network or regional vendor network
- Access to Venture Vortex entrepreneurial cont int and bulletin boards

#### Benefits:

- Enhances productivity and efficiency of startup team's workflow and business processes
- Provides access to network of experts, vendors, strategic partners and investors

#### **Subscription Rates**

The standard rate for Venture Builders is \$65 per month.

3 month package: Pay \$65 the first month, then only \$45 for each month after that! 6 month package: Pay \$150 the first month, then only \$35 for each month after that! 12 month package: Pay \$195 the first month, then only \$27 for each month after that!

#### Click here for information on our FREE TRIAL

Payment Accepted: Visa or Master Card							
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You may also register for our <u>free offering</u>, VentureBuilder Lite. While you won't have the benefit of version 2.0's secure digital workspace or expert assessments, you will be able to access resources like News, Forums and the VentureBuilder™ 1.0.

# **VENTURE VORTEX**

#### EXPERT

Get paid for reviewing new ventures and technologies! As an expert, you know you have experience and skills that are in high demand. Whether its finance, marketing, sales or technical expertise, startups need what you have to offer. So how do you insure a steady flow of interesting and potentially lucrative new clients? Startups spend millions each year in services related to fundraising. But in today's tight market for venture financing, startups and investors both need real proof that a new business concept is a viable one. And that's where your knowledgebase comes in because there's no better proof than an independent assessment of a business plan, technology or product done by an expert like yourself.

So go ahead and get started by joining the approximately 15,000 other experts who are connecting with early-stage companies seeking independent market, technical or management assessments. Becoming a Venture Partner lets you earn consulting revenues from projects, and may get you in on the ground floor of a great startup.

VentureBuilder™ 2.0 has three components that make getting a rating as easy as 1-2-3:

- Customized content market and technical assessments, news and tutorials
- Collaboration tools document management, instant messaging, polling all in your own secure digital workplace
- Expert network approximately 15,000 technical and business experts from four large online communities:
  - MBAGlobalNet (http://www.mbaglobalnet.com),
  - Intellect Exchange (http://www.intellectexchange.com),
  - Groundswell (http://www.groundswell.net)
  - The Association of Internet Professionals (http://www.association.org),

So go ahead and sign up for VentureBuilder today!

#### VentureBuilder 2.0 Venture Partner User Profile:

- Has consulting experience with startup and small business clients, including work on business plans and investor materials; or
- Has domain expertise with specific industry segment, business/revenue model or project category
- Available by phone and email
- Resume and references available on request
- Accepts electronic payment for project deliverables

#### Features:

- Advanced searching tools find clients who need your expertise
- Automated deal tracking track ventures with which you are collaborating
- Assessment tracking track and perform your consulting work online
- Access to Venture Vortex vendor network or regional vendor network
- Access to Venture Vortex entrepreneurial content and bulletin boards

#### Benefits:

- Enhances productivity and efficiency of consulting project workflow and business processes
- Enhances communication and collaboration among consultant, clients and clients' other vendors and partners
- Raises level of customer service provided to consulting clients

#### Subscription rate:

The rate for V nture Partners is \$25 per month. Payment Accepted: Visa or Master Card.

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You may also register for ur <u>free\_ffering</u>, VentureBuilder Lite. While you won't have th\_benefit of versi\_n 2.0's secure digital workspace or expert assessments, you will be able to access resources like News, F\_rums and the Ventur\_BuilderTM 1.0.

# **VENTURE VORTEX**

#### INVESTOR

As a company whose core business is venture creation, you know how important it is to manage companies in both your pipeline of prospects as well as your portfolio. VentureBuilder 2.0 (Private Label version) is an Internet based product that improves communication and collaboration in companies like corporate venturing groups, early stage VC firms, angel groups and individual investors.

Unlike other enterprise software for the private equity industry, VentureBuilder 2.0 also affords you access to a rapidly expanding expert network. This allows investors to get market insight directly from industry or domain experts before making an investment decision. To populate this expert network, Venture Vortex has partnered with four large communities of business and technical experts: MBAFreeagents (http://www.mbafreeagents.com), Intellect Exchange (http://www.intellectexchange.com), Groundswell (http://www.groundswell.net) and The Association of Internet Professionals (http://www.association.org). Iin the upcoming months, we will continue to expand this network into the largest of its kind in the world.

#### The VentureBuilder 2.0 platform offers companies their own secure online community, featuring:

- Collaboration tools document management, tasks lists, contact lists, instant messaging and polling all in your own secure digital workplace
- Automated deal tracking for your portfolio/non-portfolio companies
- Expert network approximately 15,000 technical and business experts from four large online communities:
  - MBAGlobalNet (http://www.mbaglobalnet.com),
  - Intellect Exchange (<a href="http://www.intellectexchange.com">http://www.intellectexchange.com</a>),
  - Groundswell (http://www.groundswell.net) --
  - The Association of Internet Professionals (http://www.association.org),

Contact a Venture Vortex sales representative today to get a FREE customized demo of VentureBuilder 2.0! Call 303-792-5804.

#### VentureBuilder 2.0 - Private Label Edition User Profile:

- High volume deal flow (100+ business plan submissions per month)
- High volume transactions (150+ per year, which includes ALL transactions with portfolio companies and partner firms)
- Collaboration network of advisors, suppliers and companies

#### Features:

- Private digital workplace with SSL encryption and wide array of collaboration tools
- Automated deal tracking for your portfolio companies
- Automated deal tracking for your non-portfolio companies referred into Venture Vortex community
- Revenue share opportunities non-portfolio companies referred into Venture Vortex community
- Customized user interface to match your branding and content requirements
- Intranet functionality-links internal staff involved with companies in your pipeline and portfolio
- Extranet functionality-links your partners, service providers and experts into a business web
- FREE access to Venture Vortex vendor network or regional vendor network (\*optional)
- FREE access to Venture Vortex entrepreneurial content and bulletin boards (\*optional) increased transactions by turning visitors into buyers

#### Benefits:

The primary value for investors such as corporate venturing groups, any stage VC firms, angel groups and individual investors lies in the unprecedented ability to automatically filter and track the right investment opportunities from your existing pipeline. Which means you can focus on doing good deals without wasting time on the bad ones.

#### Additi nal VentureBuilder 2.0 benefits:

- Access to large expert network for current and future du diligence needs.
   Enhances productivity and efficiency of enterprise workflow and business processes
   Raises level of customer s rvice provided to startup and small business users of the interprise Web site
- Enhances communication and collaboration among an enterprise's operating divisions, vendors, and partners

# **VENTURE ROADMAP**



#### Plan & Research



Find out how our partners can help you do yo market research and write a strong business pla Get more information by reading the mark information in News and Article

#### STEP 1: MARKET RESEARCH/BUSINESS PLAN WRITING

You are in Step 1 of the Venture Roadmap<sup>TM</sup>. This section makes it easy to do market research and put together a stronger business plan. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partner links!

**FAQs** 

#### **PARTNERS**

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Bplans.com

Use bplan templates to get your start-up going

\_\_\_\_\_

Business plan writing and development

Center for Business Planning

Resources for business planning and strategy

Create an online survey and gather feedback instantly

Marketer.

Internet statistics for your business

MINDERANCH

Find market reports for your bplan

StartUp
University
Learn to raise venture capital

Suggest Affiliate)

#### NEWS

- **Two Types of Entrepreneurs**
- So You Want to Be An Inventor... First Steps First
- To-Do List for Every Entrepreneur
- <u>▼ Time Management Tips for the Home-Based Entrepreneur</u>

#### ARTICLES

- Being an Entrepreneur Means Being a Market Researcher
- The Just-Right Business Plan

- Re: Requisites
- Re: Requisites
- Re: Welcome to Step One!
- Re: How to introduce a to-be-e [more]





### Banking

Locate and select the best small busin banking products and services for your venture choosing one of our partners to help you gethings rolling. Then read the information in New and Article

#### STEP 3: FIND BANKING AND FINANCING SOLUTIONS

You are in Step 3 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and select the best small business banking products and services for your venture. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

**FAQs** 

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•	LOAN
	Realtime Business Financing
O	nick here taked as loos CompuBank
	Real time cash management online
Ø	manufacture of
_	Apply for the Small Business Gold Card
<b>(3)</b>	get .com
	One stop shop for financial services
0	Ø LiveCapital
	Instant online financing
⊡	Next VEA
0	Make purchases with just one click
	StartUp University
	Learn to raise venture capital
	(Sugges: Aritiste)

#### NEWS

- A Banker's Perspective on Financing Facilities
- ☑ Visa Smart-Card Hardware Ready, But Software Isn't
- ☑ Visa Smart-Card Hardware Ready, But Software Isn't

#### ARTICLES

- Re: Charge It!
- Partner research
- Re: Hospitality education scho
- NYC: Free help to write Busine [more]



## Legal & Accounting

Our partners can help you build a strong leg and accounting foundation for your compar Click on our partner links and then read the information in News and Article

#### STEP 2: GET LEGAL AND ACCOUNTING HELP

You are in Step 2 of the Venture RoadMap<sup>TM</sup>. This section will help you to build a strong legal and accounting foundation for your company. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

FAQs

#### **PARTNERS**

Grant Thornton 📆

Accounting and management consulting services

□ register m com

Use Register.com to reserve your domain name

The Company Corporation

Incorporate online and avoid paperwork

USLaw.com

Find answers to legal questions

.

**Edge** 

Buy legal templates for your contracts

[Guggset Athlicis]

#### NEWS

**(3)** 

- Your Tax Dollars at Work
- Princeton eCom Buys Intuit's Quicken, Venture Finance Software
- NetLedger Says It Will Survive

#### ARTICLES

Business in Cyberspace: A Legal Primer

- Re: DEALER.COM
- Re; are there companies that w
- Re: Why incorporate?
- Re: Incorp Fees [more]

# **VENTURE ROADMAP**



STEP 4: Tech Development

You are in Step 4 of the VentureRoadMap<sup>TM</sup>. In this section you can find someone to build a prototype or evaluate your venture's technology. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

FAQE



### **Technology Development**

Our partners can help you build a prototype evaluate your venture's technology. Learn about the technical offerings of our partners and the read the information in News and Article

#### **PARTNERS**



A leading provider of financial technologies to financial servi firms.



Free Technology Assessment to determine your technology needs

(Suggert All

#### NEWS

- Palm Ducks Buyout, Rim Sues Competitor
- Launching a Company to Heal the Planet
- Aladdin Knowledge Systems to Acquire Preview Systems' EDS Products for \$5m

#### ARTICLES

Basics of Patent Protection

- We have proof of concept...now
- $\odot$
- Re: Contracting for Web Develo
- Re: beta testing program
  [more]

# **VENTURE ROADMAP**



### Web Development

STEP 6: GET WEB DEVELOPMENT SERVICES

You are in Step 6 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and select Web development and design services for your venture. First, read the information in News and Articles. Then go shead and do the deal by clicking on one of our Partners links!

**FAQs** 

Through our partners you can locate and sele Web d velopment and design services for yo venture. Read the information in News at Articles to further your knowledge in this are

#### **PARTNERS**

Committee of the control of the cont

A leading provider of financial technologies to financial servi firms.

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**Fusebox** 

Design and brand your online business

**•** 

Experts in Web development and overall technology solution dynamic, New York City-based technology solution provider.

MikeHoffmanDesign

Creative solutions for the web & beyond

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tdge

Buy legal templates for your contracts

gGuygost Aft

#### NEWS

- a Vital Tool to Improve Corporate Communications
- Web-hosting Industry Burned by Dot-Com Woes Expansion Delays, Vacancies, Fiscal Problems Add Up
- Exodus Launches Application Processing Service
- Start a Home-Based Web Design Business

#### ARTICLES

- Using the Internet for Marketing and Advertising
- Making the Most of the Future Marketing Tool That's Here Now

- Cable connection for my networ
- using cable for a small office
- Re: offshore softwares develop
- Re: Cost of Development

# **VENTURE ROADMAP**



#### e**Commerce**

Learn about th capabilities of our partners to conducting transactions on your web site. The read the information in News and Articles for mo informatic

#### STEP 7: GET WEB DEVELOPMENT SERVICES

You are in Step 7 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and select Web development and design services for your venture. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

**FAQs** 

#### **PARTNERS**

A leading provider of financial technologies to financial servi firms.

Bill Ditters

iBill is a leading online payment and processing provider

Merchandizer
Build B2B or B2C in real time

(Cooper A.

#### NEWS

- Standards Set for ASPs
- Habama Cuts Jobs

#### ARTICLES

- From My Kitchen Tabletop to Your Computer Laptop
- E-Commerce: What It is. Who it's For

#### DISCUSSIONS

- asdfasdfsdf
- Re: asdfasdfsdf
- Re: Welcome to Step One!

[more]

# **VENTURE ROADMAP**

step photo		
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STEP 8: FIND BUSINESS DEVELOPMENT AND NETWORKING OPPORTUNITIES

You are in Step 8 of the VentureRoadMap<sup>TM</sup>. In this section w have assembled some of the best resources for making connections and building valuable business partnerships.

**FAQs** 



### Biz Dev & Networking

Our partners are your best resources for making connections and building valuable busine partnerships. So go ahead and start networking through our partnerships.

#### **PARTNERS**

⊡

S Venture
Bazaar
Empowering the Indian Entrepreneur

id aggress Affilietel

#### **NEWS**

- Small to Mid-Sized Tech Businesses Benefit from Strategic Alliances in Tough Times
- ☑ VC Buzz \$129.2 Million in Today's Deals

#### ARTICLES

Making Friends: The Name of the Angel Game

#### DISCUSSIONS

[more]

# **VENTURE ROADMAP**



### Administration

Use the expertise of our partners to local personal and corporate insurance and hire temp freelancers, interns, and mentors for your venture. Then read what other companies are doing News and Article

#### STEP 9: MEETING YOUR ADMINISTRATIVE NEEDS

You are in Step 9 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and hire temps, freelancers, interns and mentors for your venture. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

**FAQs** 

#### **PARTNERS**

EP:X

The Preferred PEO of the internet

newmedia.com

Insurance for Start Ups and Emerging Companies

BIG Leadin & Flaming

Health Insurance/Employee Benefit Programs for Start Ups SME's

phoggast Aft

#### NEWS

Want That Government Contract?

#### ARTICLES

- Collecting One, Two, Three
- Taxes Changed My Life

- Re: Free intial accountant ser
- Re: Free intial accountant ser
- Free intial accountant service
- Re: Do it yourself or hire hel

# **VENTURE ROADMAP**



### Staffing



full-time employees for your venture. Learn who other companies are doing by reading our New and Article

**PARTNERS** 

You are in Step 10 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to recruit experienced full-time employees for

STEP 10: STAFF YOUR VENTURE

your venture. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

FAQS

Find experienced MBAs to help your venture

Our partners can help you recruit xperience

Telemark.com

Manage hiring, billing and sales online

salary<sub>com</sub>

Research salaries and hire smart

Edge

Buy legal templates for your contracts

StartUp University

Learn to raise venture capital

(Suggest Affiners)

#### NEWS

**3** 

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- When Your Home Business is Ready to Hire Employees
- Stake Sale Helps Parthus Find Staff
- American Airlines Using Recruitsoft

#### ARTICLES

- Guerilla Hiring in a Tight Market
- Awesome People
- Entrepreneurial Retention: It's a Vision Thing
- Creating Great Companies: It's All About People
- Entrepreneurial Hiring: Think Salesmanship
- The Power of Peers: Why Entrepreneurs Need Affinity
  Groups
- Mentoring Is for Entrepreneurs, Too
- On the Entrepreneurial Road: Great Expectations, Great
- Boards That Are Not Bored
- From Employee to Entrepreneur
- We're Young and We Get It
- Mentors and Success: A Lifetime of Learning

- Re: The first
- Re: What about Mentors?
- Re: What about Mentors?
- Re: Freelancers

m rel



#### Real Estate & Wired

Use our partners to locate and secure offispace for your venture and wire your office w the high quality data and voice connections you need to make your venture succeed. Read mo about this step in our News and Articles sectic

#### STEP 11. FIND OFFICE SPACE & GET WIRED

You are in Step 11 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and select office space for your venture and wired your office with the kind of high quality data and voice connections you need. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

**FAQs** 

#### **PARTNERS**

Equis E

Commercial Real Estate, Consulting and Tenant Represent Services

**0** 

Best of Breed enterprise hosting

Offices Shake.cm

Share excess office space

StartUp
University
Learn to raise venture capital

(Suggest At

#### **NEWS**

- a Vital Tool to Improve Corporate Communications
- Outsourcing Web-Hosting
- 4 Web Host Warning Signs

#### **ARTICLES**

Real Estate: Your Second Highest Cost

- Re: Lease or buy
- Re: Space allocation per perso
- Space allocation per person
- Re: Office stuff on the cheap [more]

# **VENTURE ROADMAP**



# Furniture & Equipment







Our partners make it easy for you to locate at select furniture and equipment for your ventur. You'll probably be spending a lot of time there, make sure you find the right furniture to suit yo needs. Read the information in News and Article for more dots.

#### STEP 12: GET FURNITURE AND OFFICE EQUIPMENT

You are in Step 12 of the VentureRoadMap<sup>TM</sup>. This section makes it easy to locate and select furniture and equipment for your venture. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

**FAQs** 

#### **PARTNERS**



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Fill your office supply needs here

(Suggest Affile)

#### NEWS

#### ARTICLES

- Re: Don't cheap out printers
- chaseshop.com
- Re: Buying a laptop
- Re: IKEA [more]

# **VENTURE ROADMAP**



# Marketing & PR

Our partners can help you roll out your marketing plans and identify the people and organization that can bring your venture to the forefront. For more information read the News and Articles of this top

#### STEP 13: ROLL OUT MARKETING & PUBLIC RELATIONS

You are in Step 13 of the VentureRoadMap<sup>TM</sup>. This section helps you to roll out your marketing pland and identify the people and organizations that can bring your venture to the forefront. First, read the information in News and Articles. Then go ahead and do the deal by clicking on one of our Partners links!

#### **FAQs**

#### **PARTNERS**

Profiles.

Get the Media Attention you Deserve...Wall Street Journal, CNNfn, SUCCESS, Entrepreneur!

MikeHoffmanDesign

Design, graphics, print, web and creative solutions

Suggest 40

#### NEWS

0

- 2 10 Tips on How to Make Your Advertising More Effective and Cost Less!
- Sample This Idea: Dot-Com Taps Into Power of Freebies
- Harnessing Word-of-Mouth to Market Your Business
- Plug-And-Chuq Data Doesn't Provide Results

#### ARTICLES

- PR: It's the Validity That Counts
- Three Universal Laws of Marketing

- Re: Newsletters: Helpful or Hu
- Re: Newsletters: Helpful or Hu
- Re: Newsletters: Helpful or Hu
- Newsletters: Helpful or Hurtfu [more]